## USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14. (prices in dollars per carton)

Fri. Feb 08, 2013

	SHELL EGG NATIONAL SUMMARY														
			THIS	WEEK			PREVIO	JS WEEK	(	PREVIOUS YEAR					
Feature Rate		30.8% of 23,200 stores				25	.4% of 23	3,200 sto	res	34.5% of 22,500 stores					
		X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LA	ARGE	LARGE			
-		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
R	USDA GRADE AA														
E	White 12 pack	20	1.25	1,000	1.36	50	1.91	20	1.50	10	1.49	430	1.30		
G	White 18 pack			70	1.99			40	2.50	110	1.89	1,410	2.18		
U	Brown 12 pack														
L	USDA GRADE A														
Ā	White 12 pack	50	1.56	1,540	1.36			1,290	1.24	20	1.25	1,260	1.11		
R	White 18 pack			750	1.94			340	2.33			580	2.08		
	Brown 12 pack							30	1.99			40	2.29		
	USDA ORGANIC														
s	White 12 pack											10	3.50		
_	Brown 12 pack			980	4.46			700	3.91	110	3.91	580	3.98		
P	OMEGA-3														
C	White 12 pack	30	3.07	1,930	2.33	60	2.58	1,330	2.37	180	2.47	2,620	2.50		
·	Brown 12 pack			210	2.87			10	2.50	20	2.50	20	2.50		
A	CAGE-FREE														
î	White 12 pack			20	2.79			250	3.00			600	2.95		
T	Brown 12 pack			720	2.74			1,300	2.97	100	3.24	780	3.04		
Y	VEGETARIAN FED														
•	White 12 pack											50	2.99		
	Brown 12 pack			1,120	2.37	10	2.50	150	3.08			60	3.20		

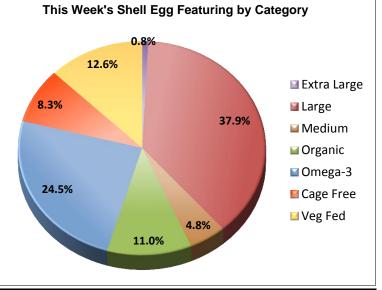
<b>Activity Summary</b>	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	3,430	1,770	3,860	Large Eggs on		
Specialty	5,010	3,810	5,130	Feb-04-2013		
Total (includes MD)	8,870	5,710	9,120	503.9		
Special Rate 4/:	0.2%	1.3%	7.3%	up 19.1%		

5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is more active than the previous week as featuring of Grade AA increases, while Grade A promotions remain constant. The average price of Large white eggs offered to consumers, Grade A or better is slightly higher. Shoppers are still having a hard time finding bargains on eggs as the occurrence of "no prices" specials are limited. Featuring of specialty shell eggs is up from a week ago with the major focus on Omega-3 and vegetarian fed eggs. Organic brown eggs are appearing in more in ads, however featuring of cage free egg types declines. Feature activity for liquid egg products increases with most activity continuing in the Northeast, lackluster elsewhere.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			NORTHE (CT,DE,MA,MD,ME,	AST U.S.	I VT)			EAST U.S. IC,SC,TN,VA,W\	Λ	MIDWEST U.S.  (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  22.9% of 4,200 sampled outlets Activity Index = 690 (includes Medium)					
		ture Rate <sup>1/</sup> vity Index "	31.6% of 4,600 s Activity Index = 1,74	sampled outlets	<b>S</b>			sampled outlets	; ;						
	-	CLASS	EXTRA LARGE	LARGE			EXTRA LARGE	LAF	RGE	EXTRA	LARGE	LA			
			Price Range Stores Avg 3/	Price Range	Stores A	Avg 3/	Price Range Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
us	SDA	White 12 pack													
	ADE	White 18 pack													
1	AA -	Brown 12 pack	White 40 most				White 40 ===1				\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\				
		MEDIUM White 12 pack	White 12 pack	1.50	10	1.50	White 12 pack	1.25 - 1.66	770 1.49	1.49 - 1.59	White 12 pack 50 1.56	0.99 - 1.66	450	1.10	
110	SDA	White 18 pack		1.99	130			1.25 - 1.66	200 1.99	1.49 - 1.59	50 1.50	1.98	40	1.10	
	ADE	Brown 12 pack		1.99	130	1.55		1.55	200 1.99			1.90	40	1.90	
	A	·	White 12 pack				White 12 pack				White 12 pack	0.99	10	0.99	
		MEDIUM	White 30 pack				White 30 pack	2.88	30 2.88		White 30 pack				
	USD/	ORGANIC	·				·								
		White 12 pack													
S		Brown 12 pack		3.90 - 5.38	600	4.58						3.99	20	3.99	
E	OME														
c		White 12 pack	1.99 - 3.29 30 3.07	1.99 - 3.00	690	2.46		2.00 - 2.50	1,180 2.26			2.39	10	2.39	
1		Brown 12 pack						2.87	210 2.87						
Α	CAGE	E-FREE		2.79	20	2.79									
L	White 12 pack Brown 12 pack			2.79	180			2.98 - 3.00	390 2.99			1.99	110	1.99	
T	VFGF	TARIAN FED		2.03 - 3.00	100	2.71		2.90 - 3.00	330 2.33			1.55	110	1.55	
Y		White 12 pack													
		Brown 12 pack		2.99 - 3.49	80	3.40		2.29	1,040 2.29						
			SOUTH CE	NTRAL U.S			SOUTH	VEST U.S.			NORTH	WEST U.S.			
			(AR,AZ,CO,KS,LA,	MO,NM,OK,TX,	UT)		(CA,	HI, NV)			(AK,ID,MT	,OR,WA,WY)			
		ture Rate <sup>1/</sup>	25.2% of 4,200 s	sampled outlets	3		19.8% of 2,900	sampled outlets	<b>.</b>		29.8% of 1,200 sampled outlets				
_	Acti	vity Index 2/	Activity Index = 1,60	•			Activity Index = 65	•			Activity Index = 370 (includes Medium)				
US	SDA	White 12 pack		1.25 - 1.50	350	1.41		0.99 - 1.50	380 1.44	1.25	20 1.25	0.99 - 1.66	270	1.17	
GR	ADE	White 18 pack										1.99	70	1.99	
1	AA -	Brown 12 pack MEDIUM	White 12 pack	1.09 - 1.17	180	1 11	White 12 pack	0.99 - 1.37	170 1.09		White 12 pack				
		White 12 pack	Write 12 pack	1.25 - 1.67		1.44	vville 12 pack	1.25	10 1.09		Write 12 pack				
us	SDA	White 18 pack		1.77 - 1.99	370			2.69	10 1.23						
	ADE	Brown 12 pack			0.0			2.00	.000						
	Α		White 12 pack	0.99 - 1.09	40	1.05	White 12 pack				White 12 pack				
		MEDIUM	White 30 pack				White 30 pack				White 30 pack				
	USDA	ORGANIC													
s		White 12 pack													
P	<b></b>	Brown 12 pack		3.89 - 4.79	290	4.35		3.98	70 3.98						
E	OME			4.07 0.50	40	0.07		4.00	40 400						
С		White 12 pack Brown 12 pack		1.97 - 2.59	40	2.21		1.99	10 1.99						
ı	CAGE	FREE													
Α	CAGE	White 12 pack													
L		Brown 12 pack		2.49	30	2.49						2.69	10	2.69	
T	VEGE	TARIAN FED		2.10								2.00	.0		
T		White 12 pack													
		Brown 12 pack												ι	
	_						(E4E) 204 4474   http://								

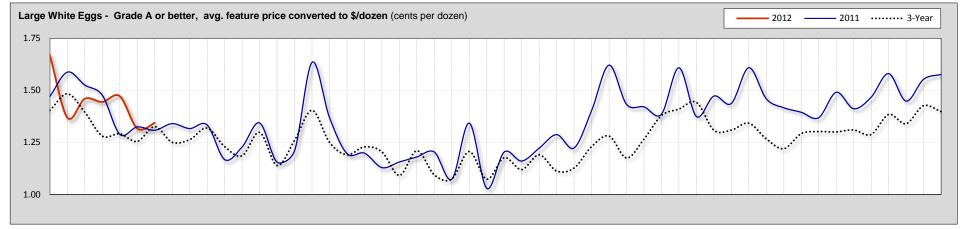
## **USDA**

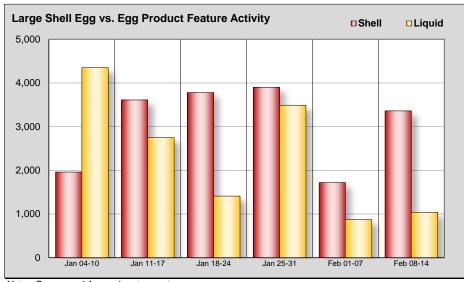
## USDA Weekly Retail Shell Egg and Egg Products Feature Activity

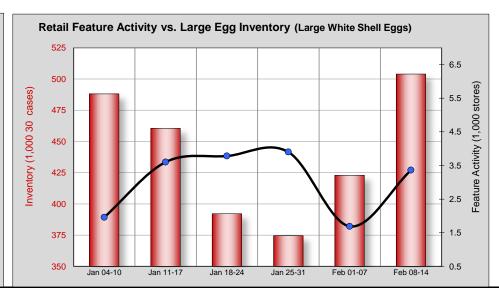
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14.

(prices in	dollars	ner	carton)	

EGG PRODUCTS	THIS LAST WEEK WEEK		LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	4.1%	4.1% 3.8%		15.6% of 4,600 sampled		0.0% of 6,100 sampled		1.1% of 4,200	.1% of 4,200 sampled 4.0% of 4,200 sampled		0 sampled	0.6% of 2,900 sampled		1.2% of 1,200 sampled	
2/ Activity Index	1,040 870		2,130	2,130 Activity Index		Activity Index = 0		Activity Index = 0		Activity Index = 150		Activity Index = 20		Activity Index = 20	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range St	tores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	710 2.67	400 2.60	1,400 2.43	2.50 - 2.99	520 2.66					1.99 - 2.99	150 2.64	2.99	20 2.99	2.50 - 2.99	20 2.70
32 oz. crtn	190 4.76	360 4.18	530 4.18	3.99 - 5.49	190 4.76										
3 - 4 oz. cup	140 2.50	110 2.50	200 2.50	2.50	140 2.50										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.